

6.0 Monitoring & Evaluation Plan

6.1 Progress Monitoring & Annual Survey

In order to monitor the effectiveness of various transportation programs and strategies under the BRAC 133 Transportation Management Program, the Transportation Coordinator(s) will conduct surveys of both federal and non-federal employees 6 months after relocation, 1 year after relocation, and annually after the first year of the program. The purpose of the survey will be to measure TMP progress in meeting its goals and objectives as well as determine the effectiveness of TMP programs. The survey will have an employee satisfaction element to measure attitudes toward current program elements, such as marketing tools, educational tools, etc. The survey will include the following topics at a minimum:

- Employee Information (contact information, organization)
- Primary mode of transportation
- Secondary form(s) of transportation
- Work schedule (work days and hours)
- Participation in alternative work schedules and telecommuting
- Satisfaction rating scale for each of the programs and incentives offered under the BRAC 133 Transportation Management Program
- Interest rating scale for gauging reaction to new programs and/or program modifications
- Use of the DoD shuttle bus program
- Satisfaction rating scale for the shuttle bus program
- Marketing effectiveness rating scale
- Participation in MTBP
- Parking permit type (if applicable)
- Metrorail boardings and alightings information
- Bus transit provider and route information
- Mode shift as a result of BRAC 133 Transportation Management Program
- Anticipated/planned mode for the next year

The Transportation Coordinator(s) will compile the results from the survey and conduct a data analysis on the survey results. The Transportation Coordinator(s) will also work with traffic engineers to conduct vehicle and trip counts at major intersections, parking counts at both BRAC 133 garages, and other necessary traffic assessments on a biannual basis to determine infrastructure operability over time.

6.2 Evaluation Report

The Transportation Coordinator(s) will utilize survey results and results from traffic counts and assessments to develop the “WHS Transportation Management Program Evaluation Report” which will detail the progress of the BRAC 133 Transportation Management Program, describe program successes, and define areas for program restructuring. The City of Alexandria will be provided an Evaluation Report after 6 months of building operations, after 1 year of building operations, and then annually thereafter.

The Report will outline:

- The progress the program has made in achieving the goals of the TMP and various program-specific targets (e.g., employee mode split, increases in AVR, vehicle trip reduction)
- Program strengths and areas for improvement or restructuring
- Employee satisfaction with the program and reactions to new proposed program elements
- Roadway infrastructure operations information
- Parking utilization

The following are descriptions of the various performance measures that will be used to determine the effectiveness of the TMP and its various programmatic elements:

Average Vehicle Ridership

The Report will express trip reduction using the Average Vehicle Ridership (AVR) calculation. AVR is a ratio of employee trips to vehicle trips. This ratio will be determined from survey data. As no baseline AVR has been established at the BRAC 133 site as of yet, the Transportation Coordinator(s) will utilize the survey taken after 6 months of BRAC 133 site occupation in order to establish a baseline AVR. The Transportation Coordinator(s) will then develop an AVR goal for the first full year of occupation and reexamine this goal on an annual basis. For example, if the AVR after 6 months of program operation is 1.5, the Transportation Coordinator could choose to set a higher goal for the next year for an AVR of 3.0. Setting an AVR goal will help focus program marketing and incentives on reducing the number of vehicle trips to the BRAC 133 site and help reach established TMP goals.

Parking Utilization

The Report will describe parking utilization rates by conducting parking counts in both parking garages. Parking counts will be conducted by PFPA PMB staff on a routine basis. A ratio of parking spaces utilized on a typical day to parking capacity will be developed to determine if parking is being underutilized and/or if parking is operating at or over capacity. Based on utilization, the Transportation Coordinator(s) will propose modification to the parking management program if parking is underutilized as well as if parking is operating over capacity.

Mode Split

The Report will include mode split information to determine which programs are working most effectively and to which commute options employees show preference. Mode split is the percentage of

people using various modes of travel. Particular attention will be paid to non-solo-driver mode shares, including carpooling, vanpooling, transit, bicycling, and walking. After establishing a baseline AVR after 6 months of operation, the Transportation Coordinator(s) will also establish non-solo driving goals for each of the various modes to be reached after 1 year of operations. Goals will be adjusted annually thereafter if needed. At a minimum, the non-solo driving goal for the site will be 40 percent to reflect TMP goals. Upon analyzing the results of the sixth month survey, the goal may need to be adjusted to reflect the best achievable potential mode split.

The Transportation Coordinator(s) may also set goals for each mode. For example, if after 6 months, the transit mode share is 30 percent, the year end goal could be increased to 35 percent transit mode share. The Transportation Coordinator(s) will propose transit program modifications to help reach the new goal.

In addition, the Transportation Coordinator will propose modifications to the shuttle program to best suit ridership needs. Depending on expected efficiency and cost-effectiveness gains, this could include consolidation of service with other transit and shuttle providers.

This section of the Report will aid WHS in determining funding needs for the transportation program and may streamline programs depending on which share the highest and lowest mode shares.

6.3 Amending the TMP

Upon review of the WHS Transportation Management Program Evaluation Report, the Transportation Coordinator(s) will:

- i. Present proposed amendments to the TMP and WHS Transportation Management Program to WHS in order to best reflect current conditions, new and/or revised TMP goals, TMP performance, and program restructuring based upon employee satisfaction and interest. In the event amendments to the Program are necessary as a result of not meeting the TMP goals, WHS will re-examine program elements and make adjustments (i.e., if transit ridership goals are not met, WHS will analyze transit program utilization and shuttle plan efficiency in order to adjust program elements, such as onsite fare dispersal frequency, improve transit schedule information dissemination, alter shuttle schedule, headways, service provider, etc. in order to increase ridership)
- ii. Conduct a cost benefit analysis for suggested Plan amendments to determine feasibility of programmatic changes.
- iii. Develop language for the new TMP goals and modifications with WHS.
- iv. Conduct a review of the proposed amendments and finalize amendments for submission to Army executives as well as the City of Alexandria.

This TMP will be adopted by appropriate Army and DoD leadership, at all levels, to ensure compliance. Senior Army and DoD leadership will maintain situational awareness of the effectiveness of the TMP and will operationally support ongoing efforts to achieve the goals of the TMP.

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